



MEDIA BUY SUMMARY

IMPAIRED DRIVING - WINTER HOLIDAY

2021 HIGH-VISIBILITY ENFORCEMENT CAMPAIGN



**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT
DRIVE HIGH GET A DUI**

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Executive Summary

Each year, there is an increase in impaired driving fatalities that coincides with celebrations and travel surrounding the December holiday time period. The National Highway Traffic Safety Administration (NHTSA) supports an Impaired Driving national mobilization during this holiday time period through a nationwide, high-visibility enforcement (HVE) campaign.

The national paid media advertising campaign is targeted primarily at 21- to 34-year-old males, those most likely to be involved in fatal alcohol-impaired driving crashes, and 18- to 34-year-old males—those most likely to be involved in fatal drug-impaired crashes—to educate them on the risk and consequences of impaired driving.

State departments of transportation (SDOTs) and state highway safety offices (SHSOs) may wish to reference these paid media recommendations to guide their own media buys during the HVE period, or to adapt tactics and approaches for their own campaigns. Detailed recommendations for SDOTs and SHSOs can be found at the end of this document. Downloadable creative materials developed to support this national campaign can be found at TrafficSafetyMarketing.gov.

Media selection is based on usage among the target audience and cross tabulated with heavy consumers of beer and other alcoholic beverages as well as marijuana users. Based on the short duration of increased enforcement that the campaign message is aligned with, the campaign aims to quickly establish broad reach and a high frequency to drive message penetration.

The 2021 media buy will use television, radio, out-of-home (OOH), digital and paid social media tactics to reach the target audience. Strategies are based on the most current research as well as insights gleaned from past campaign performance.

Because nearly 100% of the target audience is connected to the internet, the media buy focuses heavily on digital tactics. These will be led by mobile delivery methods, including smartphones and tablets, to increase overall impressions from what was planned in 2020. The digital media buy includes custom native content via direct publisher partners, programmatic video, streaming, display and social media channels.

The digital buy will be supplemented by traditional TV and radio advertising, as well as OOH tactics, since more time is being spent than ever before consuming media through multiple methods. This comprehensive strategy will allow for a variety of touchpoints using consistent creative across each tactic to reach consumers repeatedly and build brand awareness.

For TV, the media buy will reflect recent changes in how consumers are watching content. Over-the-top/connected TV (OTT/CTV) use has replaced traditional cable, but many users still watch a large amount of livestreamed content during the popular prime time hours. Therefore, the TV buy includes both linear TV and OTT/CTV tactics. Linear TV, bought programmatically, will reach the target audience on their most-watched cable networks—and OTT/CTV will be heavily weighted to reach increasing numbers of cord-shifters from linear TV.

Terrestrial radio has tremendous reach among the target audience and is an important component of the media buy for both the general market and Spanish-speaking Hispanic market. Digital audio and podcast ads will reach these audiences in their cars. Finally, OOH tactics will extend the reach of the TV and video elements of the campaign.

Campaign At-A-Glance

With a relatively short campaign window of only three weeks, the national 2021 Winter Holiday Impaired Driving HVE campaign will include a combination of traditional broadcast (TV and radio), OOH ads, digital and paid social media to ensure that the target audience is seeing and hearing the message as many times as possible during the flight. The plan seeks to quickly build reach and frequency to connect the target audience with the Impaired Driving messages as many times as possible.

Planned Campaign Assets

Figure 1: Campaign Asset Table

Language	Asset	Where Used
Drive Sober or Get Pulled Over – Alcohol Impaired		
English	Tsunami	TV, Digital, Radio, OOH
Spanish	The Price You Pay	TV, Digital, Radio
If You Feel Different, You Drive Different Drive High. Get a DUI – Drug Impaired		
English	Feel Different	TV, Digital, Radio, OOH
English	Spotted Driving High	Digital
Spanish	Portrait of a Choice	TV, Digital, Radio

Advertising Period

December 15, 2021 – January 1, 2022

Figure 2: Winter Holiday Campaign Calendar

December 2021							January 2022						
Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18							
19	20	21	22	23	24	25							
26	27	28	29	30	31								

*Dates highlighted indicate planned flight dates for the campaign.

Target Audience

Target audience breakdown by campaign message:

- ▶ Drive Sober or Get Pulled Over
 - Primary: 21- to 34-year-old English-speaking males
 - Secondary: 21- to 34-year-old males that primarily speak and consume Spanish media at home
- ▶ If You Feel Different, You Drive Different. Drive High Get a DUI.
 - Primary: 18- to 34-year-old English-speaking males
 - Secondary: 18- to 34-year-old males that primarily speak and consume Spanish media at home

Television

The general market TV plan focuses on sports that are expected to be played during the Impaired Driving campaign and will include NBA, NFL, College Football and Premier League programming on sports networks as well as general entertainment programming primarily supplied via audience targeting.

Unlike traditional linear TV platforms, audience targeting technology adds a layer of data so that NHTSA can go beyond age/gender targeting to include additional attributes, such as whether they own a car or are heavy mobile phone users, to be more precise in delivering the message. The programmatic plan will reach the audience using local inventory across the country pulled together into a network buy.

OTT/CTV will be used to reach audiences who do not view content via a cable-connected TV.

General Market Linear TV

Continuum Media Network

Continuum Media is a national programmatic advertising platform, reaching 20 million homes in the U.S., including both set-top-box and smart TV devices. Continuum provides inventory from the top 150 cable networks and over 600 broadcast stations nationally.

Continuum uses local inventory across all major affiliate groups along with strong independent station inventory. Layering in daily viewing data from Nielsen Sigma performance tracking combined with MRI data produces a unified database to create a plan that is highly targeted.

This plan will use approximately 30 high-performing networks running across four dayparts. During this flight, Continuum will use stations like ESPN, Fox Sports 1, NFL Network and MLB Network to ensure the demographic is being reached through sports.

Continuum will deliver **5.9 million** to the target audience over the flight.

NBC Sports – NBC Sports Network

NBC Sports and NBC Sports Network (NBCSN) are both divisions of the NBC network solely dedicated to sports programming. The plans on NBC Sports and NBCSN will run during the NFL games and in multiple Premier League matches. NBCSN includes a marquee unit during each Premier League match. A marquee is a :10 animation that appears in the upper left-hand corner of audience screens within game. Along with the :10 animation, the NHTSA campaign logo will appear next to the in-game clock for three minutes of the match. This will allow NHTSA branding to continue past advertising breaks and guarantees the message will reach a captive audience.

NBCSN will deliver **638,000 impressions**. NBC Sports will deliver **2.0 million impressions** for a total of **2.7 million impressions**.

Simulmedia

Simulmedia is an automated TV buying platform that reaches over 120 million Nielsen households in the U.S. Simulmedia includes units in all cable networks and dayparts, including advertising in video-on-demand services. The buy is designed to maximize reach by using a large number of networks across several dayparts. One of the benefits of Simulmedia is that the impressions are guaranteed and result in a much lower cost per thousand (CPM) than buying directly with the networks. This ensures NHTSA is reaching more of the target audience more efficiently.

Network allocation percentages are calculated based on real-time viewership. Because programming changes happen regularly, due to changing sports leagues start and end times, new seasons of popular TV shows beginning and ending, etc., these network allocations fluctuate and are most accurate closer to the campaign start date. Therefore, network allocation percentages will be optimized approximately five to seven days prior to the campaign start date. This will ensure that only the most engaging and efficient networks are included in the final buy.

Simulmedia will deliver more than **6.9 million paid impressions** using a mix of the :30 message (85%) and the :15 message (15%).

Turner Sports

Turner Sports is a leader in cable sports and has a major sports partnership with TNT and TBS. The recommended plan for Turner Sports includes linear television and digital components to take advantage of the platforms that best reach the target audience.

The Winter Holiday Impaired Driving flight falls during the NBA season, which continues to be the highest-rated sporting event for the Impaired Driving target audiences. The plan will take advantage of this timing to showcase the Impaired Driving message in multiple NBA live games as well as in "NBA Tip-Off" and "Inside the NBA."

The plan will deliver more than **18.2 million impressions**.

Xandr – DirecTV

Xandr is an extension of Turner Sports on the cable provider DirecTV. Similar to the Turner Sports buy, Xandr will run NHTSA messages during live NBA and Thursday night NFL games. These spots will be guaranteed to run in-game on sports cable stations ESPN, TNT and NFLN.

Xandr will deliver **5.5 million guaranteed impressions**.

Spanish-Language Linear TV

Azteca

Azteca America is a leading Spanish-language network in the U.S. with more than 65 affiliates. TV Azteca produces more than 8,000 hours of content, operates music label Azteca Music, supports the internet portal Azteca Web and owns the Monarcas Morelia soccer team.

Azteca's efficient CPM maximizes the media investment and drives the media plan frequency. Thirty-second units will run across daytime, early fringe, weekend, news, prime and sports dayparts. The programming includes, but is not limited to, shows such as, "Al Extremo Fin de Semana," "Cine a la Mexicana" and "Escape Perfecto."

Azteca will deliver a total of **697,000 impressions**.

beIN Sports

beIN Sports is a Spanish-language international sports network delivering live games, news and analysis of top leagues from around the world.

The beIN Sports plan will help maximize the reach of the media plan with an efficient CPM through sports content that indexes high with the target audience. Programming includes premium soccer, sports news and beIN soccer shows.

beIN Sports will deliver **431,000 impressions**.

Estrella TV

Estrella TV is a multi-platform, Spanish-language media company operating across the largest U.S. Hispanic markets. It is one of the largest producers of Spanish-language TV content.

Estrella TV will help extend the reach with the target audience using their entertainment programming. Spots will run during top-rated programming, including comedy, reality and sports updates.

Estrella TV will deliver a total of **457,000 impressions**.

NBC Universal – Telemundo

NBC Universal reaches 26.4 million Spanish speakers every month, making it one of the most-viewed Spanish-language TV networks in the United States, according to Nielsen TV data.

Telemundo will reach the Spanish-reliant target audience with a daypart mix that will include the full broadcast day.

Telemundo will deliver more than **1.2 million impressions**.

Simulmedia

Simulmedia will also be activated to reach the Spanish-reliant target audience. The campaign will run across programming on approximately 27 Spanish-language networks and cover all seven dayparts. The buy will exclude Univision and Telemundo for an unduplicated delivery of the network TV plan.

As with the general market plan, network allocation percentages will be optimized approximately five to seven days prior to the campaign start date.

Simulmedia will deliver **1.2 million paid impressions** to the target audience using a mix of the :30 message (85%) and the :15 message (15%).

Univision

Univision is a leading Hispanic media company that provides Spanish-reliant audiences with news, sports and entertainment content across broadcast and cable TV, as well as audio and digital platforms. Univision owns or operates 65 TV stations in major U.S. Hispanic markets.

The Univision plan will run a mix of :30 and :15 spots with a daypart mix that will include early morning, news, prime time and late night. The programming includes units on the popular programs “Despierta America” and “Contacto Deportivo,” and Univision will also create a custom segment to run during the flight, as they have in prior campaigns.

Univision will deliver a total of **628,000 impressions**.

General Market Over-the-Top/Connected TV (OTT/CTV)

The Trade Desk (TTD)

The Trade Desk (TTD) is a demand-side platform (DSP) that allows NHTSA to use data-driven technology to reach the target audience across non-linear devices. TTD will be used to extend the linear TV campaign to those customers who have stopped paying for traditional cable television and target them on the platforms they use the most. In-flight monitoring and optimizations will ensure the schedules reach the desired frequency level for maximum effectiveness. By using TTD, NHTSA will receive increased incremental reach to those using streaming TV offerings or full-episode players. Through TTD, impressions will be delivered across the Open Exchange, Hulu and Spot X.

The Trade Desk OTT/CTV plan will deliver over **18.7 million impressions**.

Spanish-Language OTT/CTV

Hulu (TTD)

Hulu inventory will be accessed via TTD to increase incremental reach to the Spanish-language target audience using streaming TV offerings. The plan with Hulu will deliver 1.1 million impressions to the Hispanic target audience.

Hulu will deliver **1.1 million impressions**.

PrendeTV – New Partner

PrendeTV was launched by Univision in March 2021 and is being marketed as the first-and-only service of its kind catering to U.S. Hispanics who consume Spanish-language content. It includes 40 streaming channels, and offers video-on-demand content drawn from Univision's content library and that of its longtime programming partner, Mexico's Televisa. Additionally, PrendeTV features content from Spanish-language partners around the world, including Banijay, Blue Ant Media, Calinos, Caracol, Cisneros, Filmrise, Globo, Nelvana and RCN.

Prende TV will deliver a total of **1.3 million impressions**.

Radio

Terrestrial radio, along with accompanying streaming services and podcasts, will amplify the entire campaign by adding frequency to the messaging. High-reach networks will be used to garner the highest reach potential with the target audience. Additionally, radio show hosts popular with the target audience will be used to lend their voices to the campaign and add credibility to the message.

General Market Radio

iHeartMedia

iHeartMedia (iHM) is a leading multi-platform media company offering traditional radio broadcasting through Premiere Networks, online, mobile, digital social media, podcasts, personalities and influencers. iHM serves 150 local markets with 858 terrestrial radio stations in addition to its digital radio platform, which is available on 260+ platforms and over 2,000 devices. iHM has been a longtime NHTSA partner and continuously offers significant added value to the campaigns.

The plan with iHM will include terrestrial radio as well as influencer-voiced digital audio and podcasts.

Terrestrial Radio – Premiere Networks Spot Placement

This plan is built for efficiency, returning a comparatively low CPM while still achieving reach.

The radio schedule will deliver across 29 networks that over-index with the target audience.

The following networks will be included and will run NHTSA's produced spots:

- ▶ **Accelerate** connects the adult demographic with a wide variety of formats, including country, hip-hop, R&B, adult contemporary and adult hits. It has 92.9% U.S. coverage and is 54% male.
- ▶ **Fox Sports Radio** is one of the most popular networks for the ultimate sports fan, featuring legendary sports talk hosts. It is 88% male and reaches 96.6% of the U.S.
- ▶ **Infinity** reaches a majority male audience (55%) through a country-heavy network of stations covering 88.4% of the U.S.
- ▶ **Momentum** is made up of affiliates in mid-size and smaller markets with a variety of formats, including country, hip-hop and R&B. This network of stations is 56% male.
- ▶ **Pluto** delivers a fairly even mix of males (51%) and women (49%) through this country format network. Affiliates includes top-ranked stations in top and mid-size markets covering nearly 100% of the U.S.
- ▶ **Structure** targets young males in top and mid-size markets through a mix of country and rock stations reaching 98.6% of the U.S.

In addition to running NHTSA's produced spots, the following radio personalities will voice-over spots and include in-program mentions, adding influencer credibility and a personal connection with the audience. These personalities have personally responded with their intent to engage with the campaign in a personal way.

- ▶ **"After MidNite with Cody Alan"** blends country and contemporary hits radio (CHR) formats, the biggest names in the music industry often make this program their first stop for making big announcements or sharing new music. Cody will continue voicing NHTSA's spots, and is a good fit for the campaign. With two kids on the road now, he can speak to impaired driving from a father's point of view.
- ▶ **"The Ben Maller Show"** is a sports talk show that offers informative insight and stimulating opinions to sports fans every evening. With an 85% male audience, this is a natural fit for the Impaired Driving campaign.
- ▶ **"Bobby Bones Weekend Countdown"** is a four-hour music program, counting down the top 30 country songs of the week. Bobby's prior experience with having a drunk driving infraction and his subsequent sobriety makes him a powerful influencer for the campaign.
- ▶ **"The Breakfast Club"** is an iconic New York City-based morning show that brings the top R&B and hip-hop hits to major markets across the country. Charlamagne Tha God, Angela Yee and DJ Envy are a diverse cast of multi-platform stars. Charlamagne talks openly of his near-death experience after drinking and driving and is passionate about the Impaired Driving message.
- ▶ **"Outkick the Coverage"** on Fox Sports is a sports talk show hosted by multi-platform sports personality, Clay Travis. As 88% of his listeners are within the target audience, this is a natural fit for the campaign.

- ▶ **"The Herd with Colin Cowherd"** is an entertaining, topic-driven sports program that is focused on storytelling. Colin cares deeply about his listeners' well-being and the Impaired Driving message is important to him. In addition to airing on the Fox Sports Radio Network, the program airs simultaneously on Fox Sports 1, expanding the audience reach, which is made up of 91% young males.
- ▶ **"Crook & Chase Countdown"** is hosted by a male-female duo who have been in the country music industry for over 30 years. The voiced reads will air in the "Bound for the Countdown" and "Fastest Rising Song" features of the program.
- ▶ **"The Doug Gottlieb Show"** is a fast-paced program that features Gottlieb's unique perspective on the latest sports headlines. The program has a 90% male audience.
- ▶ **"The Jason Smith Show"** is a sports talk show hosted by an Emmy-award winning producer and NFL Network host. The audience is 79% male.
- ▶ **"The Odd Couple"** is made up of two seasoned veteran reporters, Rob Parker and Chris Broussard, who provide their male-dominated audience with dynamic discussions about current events in sports.

The Premiere Networks portion of the iHM plan will deliver approximately **49.1 million paid impressions**.

Influencer Integration

For the non-Premiere Network portion of the plan, iHM will continue to engage the influencer partnership activated during the Labor Day campaign with the band [AJR](#). This will include voiced :15 and :30 spots, traffic network and all other SmartAudio and podcast applications.

The influencer voiced spots will be aired on the following iHeart digital audio platforms and will deliver **1.5 million paid impressions**:

- ▶ **iHeartMedia Sports Report**—:15 voiced messages and live reads will run across the iHM Sports Network to increase reach and frequency. A total of 1,766 units will run during the flight, with 90% guaranteed to run in prime dayparts.
- ▶ **Podcast integrations**—:15/:30 audio messages on the iHeartMedia podcast network will take the message in-depth with the target audience. Podcasts will be nationally placed and distributed on all major platforms (Apple Podcast, Google Play, Stitcher, etc.).

Added Value

The added-value portion of the plan represents 78% of the iHeartMedia plan. Added value includes influencer integrations with bonus distribution on the following networks:

- ▶ **Ryan Seacrest**—Voiced spots and in-program mentions
- ▶ **Bobby Bones**—Voiced spots and in-program mentions

- ▶ **SmartAudio Broadcast Programmatic** buying uses the efficiencies of digital buying applied to broadcast radio at scale. These :15 influencer voiced spots will run nationally—87% of which are guaranteed to run in prime dayparts. A total of 3,777 bonus units will air via SmartAudio.
- ▶ **iHM Sports Network** will run 25% of the paid spots as a bonus across the sports network for a total of 441 additional spots.
- ▶ **SmartAudio dual cast**—Dual casting extends the reach in the digital space by running the same units within the station’s digital audio asset. iHeartMedia guarantees that 30% of the spots will be dual casted on the stream or digital audio. These :15 spots will be influencer-voiced.
- ▶ **iHM Sports Network dual-cast**—Guaranteed 100% of sports network spots will dual cast on the stream or digital audio.

The added portion of the iHM plan will deliver an estimated **20.3 million impressions**.

In total, iHM will deliver more than **69.4 million impressions**.

Westwood One

Westwood One is one of the largest audio networks in the United States. It is the national-facing arm of Cumulus Media and boasts a diverse offering of syndicated sports, news and entertainment content to over 250 million listeners across a network of 8,000 affiliated broadcast radio stations and media partners.

Westwood One Sports

The Winter Holiday plan will be driven by sports content, including Sunday and Thursday Night NFL. Units will run in play-by-plays, as live mentions and as other short-form messages. CBS Sports Radio programming will include 24/7 sports talk, which delivers around-the-clock national sports coverage on more than 290 stations across the country. It will also include multi-channel distribution via AM/FM stations, Sirius/XM satellite radio, TuneIn and Amazon Alexa, guaranteeing 100% nationwide coverage.

Westwood One Influencer Voices

- ▶ **“Steve Gorman Rocks”**: Drummer and founding member of The Black Crowes, Steve Gorman hosts this show every weekday evening with April Rose, who is a model, actress and social media influencer. The show mixes classic rock with stories from the road and rock star guests. NHTSA will receive :30 voiced reads, in-program mentions and social media posts. Steve Gorman’s social media following skews heavily male (85%).
- ▶ **“Tino Cochino Radio”** brings content to CHR and rock stations in over 50 markets. Tino and his co-hosts have been longtime supporters of previous NHTSA campaigns, including Impaired Driving, and will continue to use their on-air and active social media platforms to encourage listeners not to drive impaired.
- ▶ **“Zach Sang Show”**: Zach Sang is a multimedia star who is a radio prodigy and self-proclaimed social media addict and pop culture junkie. Also a longtime supporter of previous NHTSA campaigns, the Impaired Driving message will reach the target audience on his program, which runs mainly on CHR stations.

Podcasts and on-demand audio will supplement the terrestrial radio campaign, extending reach and adding frequency to the messaging. The Impaired Driving message will be integrated into sports, wrestling, sports entertainment and lifestyle programming that over-indexes with the target audience. Integrations will include :60 mid-roll host reads.

The paid portion of the Westwood One terrestrial and podcast plan will deliver approximately **59.5 million paid impressions**.

Added Value

The added value portion of the plan from Westwood One is valued at 72% of the total paid plan. Added value includes additional live announcer reads, in-program mentions, social posts and features from the following syndicated talent, all of whom over-index with the target audience and have participated in previous NHTSA campaigns:

- ▶ **“Free Beer & Hot Wings Morning Show”**—An award-winning morning talk show that is syndicated throughout the U.S.
- ▶ **“The Lia Show”**—A local-sounding national radio show offered six nights a week. Lia plays the best of today’s country music and has a very loyal fan base.
- ▶ **“The Big Time with Whitney Allen”**—A country music show airing six nights a week.
- ▶ **“Nights with Elaina”**—A country music and lifestyle show that airs from Nashville six nights a week. The show includes talk about life, movies, music, celebrity news and country music.
- ▶ Post-roll host-read spots in all podcasts.

The added-value portion of the Westwood One plan will deliver an additional **29.0 million impressions**.

In total, Westwood One will deliver more than **88.6 million total impressions**.

United Stations Radio Network

United Stations Radio Network is a full-service network radio company that syndicates radio shows and services with every U.S. radio ownership group, giving access to the entire range of stations in the country. A high-impact, high-frequency campaign using a combination of :30 spots placed as bookend split :15s and in-show billboards will maximize the frequency and message recall. These will be run in male-skewing national networks, including the following:

- ▶ **Active Male Network** delivers males through key formats such as country, rock, classic rock and sports. This network skews 65% male and will be delivered through :15 recorded bookends.
- ▶ **IMPACT Network** comprises of high-end produced programs and services delivered to high-ranked radio stations across the country. Primary formats are adult contemporary (AC) and CHR and the audience skews 52% male. These spots will be delivered through :15 recorded bookends.
- ▶ **IMPACT Weekend Network** reaches the above-mentioned network on the weekends. These spots will be delivered via :15 recorded bookends.
- ▶ **Young Adult Network** delivers stations with weekend music programming that targets the younger end of the target audience via classic rock, CHR, country and rock formats. These :30 spots will be recorded by host talent.

- ▶ **Entertainment Network** is a collection of long-form music shows delivering personality-driven content on country, oldies, AC and classic rock formatted stations. These spots will be delivered via :15 recorded bookends.
- ▶ **Weekend Plus Network** is a great way to reach the target audience on the weekends on formats such as, classic rock, country and AC. These :30 spots will be recorded by host talent.
- ▶ **Daypart Music Network** runs on jazz, country, AC and oldies formats and will be :30 recorded spots.

The paid portion of the USRN media plan will deliver **36.1 million impressions**.

Added Value

Added value includes voiced reads, live reads and in-program mentions from syndicated talent, all of whom over-index with the target audience. Bonus spots will also run on the Entertainment Network—a collection of long-form music shows delivering personality-driven content on Country, AC and classic rock formatted stations. These spots will be delivered via :15 recorded bookends.

The added-value portion of the USRN plan will deliver a minimum of **5.5 million impressions***.

In total, USRN will deliver at least **41.7 million impressions**.

Focus360

Focus360 is programmatic audience targeting at the terrestrial radio level. It is a cloud-based platform allowing custom-built networks for any target, with the ability to track individual ad plays, resulting in real-time airchecks and reporting. The network is national, covering 98% of the adult audience in the U.S. This platform will be used to supplement the traditional radio networks to add highly targeted frequency to the plan.

The terrestrial radio portion of the plan will be bought against the target audience and optimized to the male-focused formats, which skews male (63%) and includes the following formats:

- ▶ Rock
- ▶ Adult hits
- ▶ Country
- ▶ Sports

The plan will include :30 spots distributed equally across all prime dayparts, which have the largest audiences.

Focus 360 will deliver **11.4 million paid impressions**.

Added Value

Focus 360 is offering bonus spots in all dayparts and will deliver **1.6 million impressions** of added value representing 14% of the paid value.

In total, Focus 360 will deliver an estimated **13.1 million impressions**.

Compass Media Networks

Compass Media Networks is a national network that will be used to supplement the larger network buys to gain reach within their strong network of urban formats and add frequency to the plan.

The paid schedule will primarily run during prime dayparts and will also include “DeDe in the Morning,” a top R&B/hip-hop national morning show. DeDe will act as an ambassador for the Impaired Driving campaign, with :30 live reads as well as :10 promotional reads.

The paid portion of the Compass Media plan will deliver **22.2 million impressions**.

Added Value

Compass Media is offering 1:1 bonus for all paid spots, which is a significant contribution to the plan.

The added-value portion of the Compass Media plan will deliver **21.1 million impressions** and represents 100% of the paid value.

In total, Compass Media will deliver an estimated **43.3 million impressions**.

Skyview

Skyview Networks, once known primarily for sports, has grown rapidly over the last few years, acquiring a number of new affiliates. With these additions, Skyview serves 5,700+ radio stations, reaching 113 million listeners each week and offering 100% U.S. coverage. Additionally, Skyview reaches the Spanish-speaking market through Alpha Media Hispanic, making it very efficient to supplement the Spanish-language radio schedule and reach both markets through a single network.

Radio weight will be scheduled nationally through Skyview’s music platform using radio personality influencers, sports (NHL and NBA) and short-form content agencies.

Influencers

Radio personality influencers will provide voiced spots, in-program features and social media posts across Skyview’s various lineups. This diverse cast of multicultural personalities reaches across a variety of formats and audiences.

- ▶ **“The Dana Cortez Show”** ran a successful campaign for NHTSA’s 2020 Heatstroke plan. Dana Cortez has a strong general market and Hispanic listener base and social media following.
- ▶ **Nick Cannon**, the popular host of “The Masked Singer,” now hosts his own radio show. The show has a strong reach among all audiences, particularly Black and Hispanic listeners.
- ▶ **Deja Vu** is a top personality from New York City who engages with listeners in an empowering and positive way. She is very popular with the young, Black audience.
- ▶ **“Carmen’s Calls”** is a comedy segment reaching Hispanics and young adults across the U.S.
- ▶ **“Fitz’s Country Top 40”** is a weekend countdown show that reaches people in the country lifestyle who are listening to songs that often reference trucks and alcohol. Fitz was a voice of the Impaired Driving 2020 campaign and will return to deliver the 2021 messaging on his program.
- ▶ **B-Dub Radio** is a top-rated, high-energy country show that runs in the evenings.

In addition to the music-driven programs listed above, short-form programming will also be included with live reads and in-program or adjacent messaging from NHTSA.

- ▶ **Hometown broadcast play-by-play** personalities will deliver live reads during home game broadcasts.
- ▶ **“Doctor’s Orders”** features content from personalities of this popular TV show and will include adjacent messaging.
- ▶ **“Health with a Heart”** is hosted by CBS’s health expert, Tara Narula, and runs medical content, which will include the Impaired Driving messaging as an adjacent feature.

The paid portion of the Skyview plan will deliver an estimated **21.2 million impressions**.

Added Value

Added value will be provided in the form of featured content and social media posts in influencer integrations, news/weather/traffic/sports adjacencies without a premium cost, NBA and NHL live reads, CBS and Alpha Media streaming and an ABC New Year Special.

The added-value portion of the Skyview Networks plan will deliver **11.0 million impressions** and represents 46% of the paid value.

In total, Skyview Networks will deliver approximately **32.2 million impressions**.

Spanish-Language Radio

Entravision

Entravision primarily caters to the Spanish-speaking community in the U.S. and owns 49 radio stations in the top Hispanic markets. The plan will include nationally syndicated El Flaco and Piolín, who each have a large and loyal national following. El Flaco and Piolín will leverage their influence by voicing spots over-the-air, on their digital audio streams, and on social media to drive awareness for the campaign. These recorded spots will also run during other programming during the flight.

Entravision will deliver a total of **4.3 million paid impressions**.

Added Value

Added value includes bonus spots El Flaco and Piolín programming, as well as the Entravision network and Entravision streaming.

The added-value portion of the Entravision plan will deliver **606,500 impressions** and represents 15% of the paid value.

In total, Entravision will run approximately **4.9 million impressions**.

Hispanic Radio Network – New Partner

The Hispanic Radio Network (HRN) is an independent Hispanic audio network with nearly 300 radio affiliates nationwide, including 100% coverage of the top-20 Hispanic DMAs. Using HRN will expand the radio reach and add frequency to the Impaired Driving messaging.

Programming will include Spanish-language music and entertainment, including but not limited to "Erazno y La Chokolata," a five-hour afternoon show and Don Cheto, a top-ranked radio personality.

HRN will deliver paid impressions **6.7 million impressions**.

Added Value

Added value includes bonus spots in Erazno y La Chokolata programming.

The added-value portion of the plan will deliver **1.5 million** and represents 23% of the paid value.

In total, HRN will deliver approximately **8.3 million impressions**.

iHeartMedia

iHeartMedia (iHM) will run a Spanish-speaking campaign similar to the general market campaign detailed above. It will include national programming, Premiere Network programming with leading influencers across all networks that over-index to the target audience. Placements will also include sports and weather reports with billboards.

The paid portion of the iHM plan will deliver **4.2 million impressions**.

Added Value

Added value includes SmartAudio programmatic placements and dual casting across all iHM stations.

The added-value portion of the iHM plan will deliver **1.9 million impressions** and represents 18% of the paid value.

In total, iHM will deliver approximately **6.1 million impressions**.

SBS AIRE

SBS AIRE is one of the largest Hispanic-controlled media and entertainment companies in the United States. They offer an efficient CPM against the Spanish-speaking target audience, which helps to increase the overall efficiencies of the Hispanic portion of the plan. The SBS AIRE plan includes all major music networks that over-index against the target.

The paid portion of the SBS AIRE plan will deliver **8.6 million impressions**.

Added Value

Added value includes bonus :30 spots as well as DJ influencer reads in the "Al Aire Con El Terrible" show with host Alberto "El Terri" Cortez.

The total added-value portion of the plan will deliver an estimated **6.6 million impressions** and represents approximately 104% of the paid value.

In total, SBS AIRE will run approximately **15.2 million impressions**.

Skyview

Skyview reaches the Spanish-speaking market through Alpha Media Hispanic. Radio weight will be scheduled nationally through Skyview's sports platform and will run in Spanish language coverage of NFL and NBA programming.

The Skyview plan will deliver **4.8 million impressions**.

Univision

Univision is a leading media company serving Spanish speakers in the U.S. with radio-owned-and-operated stations in 58 major Hispanic markets, as well as network affiliates in an additional 126 markets. The plan will deliver :30 second units on networks that index highest among the Spanish-speaking target audience. Those networks include music, entertainment and sports formats and programming will include Futbol Liga Mexicana and TUDN (the Univision Deportes Network).

The paid portion of the Univision plan will deliver **5.7 million impressions**.

Added Value

Added value includes bonus :30 spots to run on the TUDN network.

The total added-value portion of the plan will deliver **274,200 impressions**.

In total, Univision will run approximately **5.9 million impressions**.

Out-of-Home (OOH)

General Market OOH

Out-of-Home advertising offers innovative ways to reach audiences with highly targeted, timely and visible executions. Digital out-of-home opportunities provide access to novel locations, moments and activities to engage with the target audience.

Cinema Advertising

Movie theaters are re-opening up to full capacity and there is a long list of backlogged movies expected to do very well with the target audience. Cinema advertising offers a distraction-free environment and has integrated programs that will extend the reach of the campaign, especially to light users of TV, and reinforce the Impaired Driving message to those who have seen it on another medium. The two major vendors of cinema advertising will be used for the Impaired Driving campaign—National Cinema Media and ScreenVision—to ensure national coverage.

Movies slated to be released during the Winter Holiday flight:

- ▶ "West Side Story"
- ▶ "Spider Man: No Way Home"
- ▶ "The Matrix 4"
- ▶ "The King's Men"
- ▶ "The Expendables: A Christmas Story"

Note: Plans will be booked with a 30-day clause. If attendance levels are not reaching projections, we will reallocate dollars to another opportunity.

National Cinema Media

National Cinema Media (NCM) delivers advertising in AMC, Cinemark and Regal cinemas nationwide via on-screen advertising, lobby plasma exposures and digital video via the “Noovie” app. The NCM plan will run on 2,100 screens nationwide and will rotate Drug-Impaired messaging in states that have legal marijuana laws (whether medicinal or recreational).

The :30 spot will run in the pre-show program of PG-13 and R-rated movies in order to reach the appropriate target audience. Additionally, the :30 spot will run in the lobby entertainment network, which will cover 110 theaters and 1,890 screens. Movie-goers will also be reached via the digital product, “Noovie,” which reaches the target audience based on viewing habits with videos and drives frequency of the Impaired Driving message.

NCM will deliver a total of **7.6 million paid impressions** and an additional **1.9 million added value impressions**.

ScreenVision

The ScreenVision delivers advertising in Cinemax, Harkins, AMC, Marcus, B&B and other regional and local chains. The ScreenVision plan will run on almost 9,000 screens and will include on-screen branded spots, a :30 trivia spot and :10 interstitial ads as added value

ScreenVision will deliver **5.0 million paid impressions**. An additional **2.4 million impressions** will run as added value.

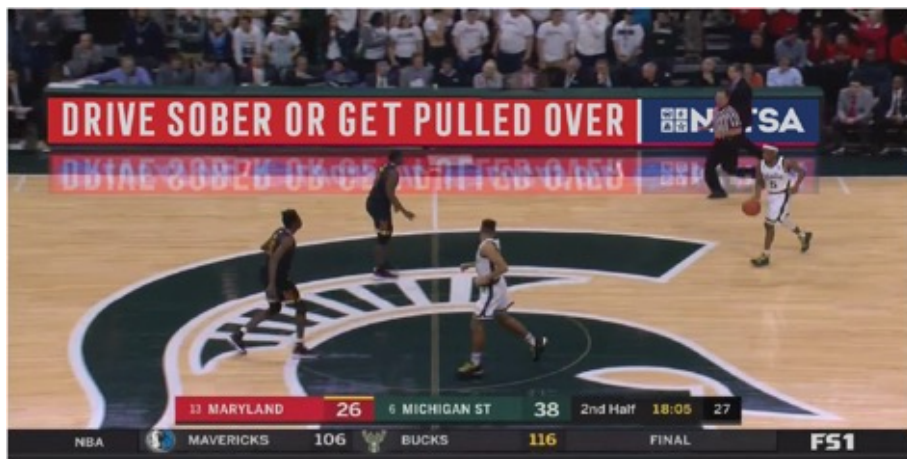
In total, the plan will deliver **7.5 million impressions**.

General Market In-Stadium Signage

The National Basketball Association (NBA) will be active during the Winter Holiday Impaired Driving campaign. The out-of-home effort for this campaign will include TV-visible NBA sideline signage in NBA games. NHTSA will receive one half-quarter of signage per game and will average 2:45 minutes of TV exposure and six to 12 minutes in-stadium. Brand logo and messaging will be seen on TV during all regionally televised games on both home and away TV networks.

The list of games will be provided closer to the start of the 2021-2022 NBA season.

This plan will deliver more than **18.1 million impressions** over the flight.



C-Green Media (formerly Enlighten)

C-Green Media represents a national digital out-of-home (DOOH) network in the cannabis space. Their verified 21+ audience is growing exponentially, and the network offers advertisers a way to connect with these cannabis users at the point of purchase.

C-Green will be leveraged to reach the Drug-Impaired audience by using DOOH video ads on screens across the dispensary network, which includes over 900 locations. These ads can be the normal soundless marijuana messaging ads or thought starters to engage dispensary shoppers with trivia-based questions and answers provided by NHTSA to educate them on the dangerous consequences of driving impaired. NHTSA saw success with the 2020 Labor Day and Winter Holiday campaigns.

C-Green will deliver a total of **4.1 million guaranteed impressions** and **1.3 million added value impressions*** for a total of **5.5 million impressions**.

*C-Green will run Drug-Impaired messaging only.

Digital

General Market Digital

The digital campaign will be used to reach all of the target audiences with relevant messaging. Except where noted, all plans will include approximately 65% of the impressions allocated to Alcohol-Impaired messaging and 35% to Drug-Impaired messaging in states that have legal marijuana laws, whether medical or recreational. In states where marijuana is still illegal, all of the impressions will be allocated to Alcohol-Impaired.

Publisher Direct

Bleacher Report

Bleacher Report (B/R) is a collective of sports journalists and bloggers covering NFL, MLB, NBA, NHL, MMA, College Football and Basketball, NASCAR, fantasy sports and sports culture. Bleacher Report will be used to deliver the Impaired Driving message wherever fans are consuming content within the B/R network, including in Everywhere Content, Bleacher Buzz Plus and fortified with video across all B/R sources including YouTube. With Everywhere Content, NHTSA receives exposure across the league sections on B/R and allows fans to engage via desktop, handheld device or tablet. The plan also includes Bleacher Buzz Plus, which has been successful in past partnerships with Bleacher Report and gives NHTSA ownership of the top-buzzing articles on Bleacher Report for the entire day. With 100% share-of-voice across the top-read marquee stories for one day, NHTSA will be getting in front of the most-engaged fans.

Bleacher Report will deliver nearly **8.8 million paid impressions** and **250,000 additional added value impressions**.

ESPN

ESPN Digital is the pioneer in delivering premium sports content seamlessly across devices, at scale, to reach an engaged, quality audience. As the “Worldwide Leader in Sports,” people come to ESPN to stay up to date on all sports results and upcoming schedules.

ESPN will run non-skippable video and live streaming for College Football (CFB) Bowl Games, which starts mid-December. CFB has performed well for NHTSA against the demo in past Impaired Driving campaigns. ESPN will also include non-skip video across other sports in order to expand the reach of the Impaired Driving message with the target audience. Cross-platform banners will run and appear prominently just under the site navigation, or within the content space. NHTSA will have prominent placement and high share-of-voice around the live and recap scoreboards on ESPN.com and the ESPN app.

ESPN will deliver **5.7 million paid impressions**.*

**ESPN will run only Drive Sober messaging.*

CBS Sports

CBS will be used to reach the younger male audience who is consuming live sports. NHTSA will have :15 and :30 placements on CBS’s CTV ad product for all ViacomCBS-owned long-form assets, including streaming platforms such as Paramount and Pluto TV. These platforms will provide mass reach and offers a low, efficient CPM.

CBS will deliver **6.2 million paid impressions** and **1 million estimated added-value impressions** for a total of **7.2 million impressions**.

Fandom

Fandom is an entertainment site where fans come for their daily source for all things TV, movies and games, including Star Wars, Fallout, Marvel, DC and more.

Fandom will run a rotational video takeover targeted to top trending communities for the target audience, as well as rotational display media, giving NHTSA 100% share-of-voice during the course of the flight.

NHTSA has seen success with this tactic in the past with the 2020 Impaired Driving campaigns through the gaming vertical, over-performing by 1 million impressions between the Labor Day and Winter Holiday flights.

The Fandom plan will deliver **8.3 paid impressions** and **1.1 million added-value impressions**.

Genius

Genius is one of the top music channels on YouTube, as well as being one of the top websites for reaching all adults 18- to 34-years-old. NHTSA will receive run of network and pre-roll placement on the Genius website and its YouTube page. Additionally, NHTSA will have custom social cut downs and have be the sole sponsor of a custom content segment called “Sound Advice.” This segment focuses on emerging artists, how they write their songs and their path to where they are now. With NHTSA’s partnership, the segment will end with insights from the artist about staying responsible on the road (no drinking and driving).

During the Winter flight, NHTSA will have 100% share of voice around the “Read All The Lyrics” section. In this section, every Friday, they discuss a new album that has come out, and share lyrics and information about the album. It is a highly viewed section of the Genius website as fans want the behind-the-scenes stories of new music from their favorite artists

Genius will deliver **3.8 million paid impressions** and **1.8 million added-value impressions**.

NBC Universal

NBC Universal (NBCU) is a subsidiary of Comcast Corporation and operates a portfolio of products, including TV networks, a motion picture company, production operations and ad-supported streaming services. NHTSA live streaming and short-form video within a range of sports to increase the reach of the target audience. This could include exposure in Sunday Night Football, Premier League, NASCAR and more during NHTSA’s flight. The plan will utilize a mix of :15 and :30 videos along with companion display banners.

NBCU will deliver **1.2 million paid impressions** and **128,000 added-value impressions**.

Twitch

Twitch is one of the largest and fastest-growing platforms for e-gaming. Users spend an average of 95 minutes on Twitch, and it is the third most-consumed video platform after Netflix and YouTube. Twitch will be used to reach those with an affinity for gaming and esports.

The plan will use non-skip live video that is woven directly into broadcasts. In addition to non-skip video, the Twitch plan includes a custom Show and Tell influencer program as added value.

The Show and Tell Influencer program includes:

- ▶ One influencer live stream for two hours
- ▶ One influencer social post before each live stream starts
- ▶ Brand name inclusion in stream title and a branded graphics package
- ▶ Front page carousel promotion for two hours
- ▶ Influencer talking points

Twitch will deliver **4.1 million paid impressions** and **458,000 added-value impressions**.

Uproxx

Uproxx is a multimedia hub specializing in coverage of the cultural moments across music, TV, film, lifestyle and sports. Through this robust partnership, the Impaired Driving message will be featured adjacent to Warner Music Group’s YouTube channel, which includes exclusive artist inventory, and an Impaired Driving promotion of the 2021 Music Critics Poll.

NHTSA’s messaging will also surround the gaming scene **with UPROXX Recon**, adjacent to a hit show that covers newsworthy moments in and around modern gaming culture. The plan also features social media, high-impact takeovers and evergreen media to keep the message top of mind.

Uproxx will deliver **5.9 million paid impressions**.

Vox

Vox is a trusted network that includes sites such as The Cut, Recode, Bravo, Glamour, USA, BuzzFeed and "Today, Explained." With this scale of sites, Vox is able to reach 220 million+ unique users, and 85% of the U.S. digital population. Vox will run the Impaired Driving message on network placements, utilizing high-impact video unit sizes, as well as mid-roll and pre-roll podcast placements and display banners.

Vox will deliver **5.1 million paid impressions** and **600,000 added value impressions**.

WWE

WWE is one of the leaders in YouTube content, attracting viewers who are fans and those who have not caught WWE content recently. WWE will use premium video and display inventory to reach the target audience who watches Raw, Smackdown and WWE YouTube. The budget will be heavier with pre-roll WWE video in order to capture the audience as they are consuming on-demand content on WWE.com and while on WWE's YouTube page.

WWE will deliver a total of **4.4 million guaranteed impressions.***

**WWE will run only Drive Sober messaging.*

Digital Video/OLV

Online video (OLV) will be used to reach the target audience in an ever more fragmented video space.

SambaTV

SambaTV utilizes automatic content recognition (ACR), a technology that scans smart TVs to analyze the content being displayed. With this technology, NHTSA can not only retarget those who have seen the ads, but also create an audience of those who have not seen the ad to increase reach.

SambaTV can determine those who are no longer paying for cable television or never did and target them to increase incremental reach and frequency, resulting in a more efficient overall buy.

SambaTV will deliver **8.6 million paid impressions**.

Tremor

Tremor is an OLV partner that utilizes programmatic buying and ACR data to put the Impaired Driving message in front of the target audience on multiple screens in their household. Tremor will feature video via OTT/CTV tactics and second-screen devices to reach each target audience.

Additionally, Tremor can tap into a new cannabis marketing company, Fyllo, to target the male 18- to 34-year-old marijuana user. Through proprietary segmentation and contextual targeting, audiences can be reached based on habits as well as transactional data around cannabis and CBD to build on the standard targeting.

Tremor will deliver **4.4 million paid impressions** and **200,000 added value impressions**.

The Trade Desk

OLV will be bought programmatically to reach the target audience across all sites they are consuming to increase the reach and frequency of the campaign. OLV will be mobile-heavy to reach the target audience on the device they use the most. Using TTD for OLV, connected TV and display will allow for real-time optimizations to reduce frequency, preventing waste and increasing reach by achieving an efficient frequency around six to eight times across all tactics.

TTD will deliver an estimated **11.4 million paid impressions** against the OLV portion of the buy.

YouTube

YouTube will be run in-house through an internal Google team to maintain a cost-effective cost per completed view (CPCV), and ensure brand safe placement. YouTube videos are bought on a CPCV, meaning that there is no charge for a user who skips the video before the 15-second mark. This helps deliver the Impaired Driving message to users at a higher frequency, but doesn't incur costs for those who skip the videos.

YouTube will deliver **15.5 million paid impressions**.

Streaming Audio

Streaming audio continues to provide significant reach to the Impaired Driving target audience, with the field dominated by Pandora and Spotify.

Pandora

Pandora's plan will use mobile audio and connected car tactics to reach the target audience.

Mobile audio will play NHTSA's audio spot between songs that a user is listening to. These ads are a great way to reach users when they are driving or while they are being active throughout the day, delivering the Impaired Driving message on the mobile device that they use frequently. Ads served will include audio messages and include a clickable display companion banner when the user has their phone unlocked and is engaging with the app.

Connected car allows NHTSA to deliver the Impaired Driving message to those who are listening via their vehicle infotainment system.

Pandora will deliver **8.1 million total impressions**.

Spotify

Spotify will be leveraged to ensure reach among the target demographic and through in-car audio, mobile audio placements and podcasts to reach the audience while they are in the car or on the go.

In-car audio has targeting capabilities to reach users who are driving through Spotify's "in-car everywhere" technology. This targeting is delivered to users who are using the app through connected car devices by using the phone's GPS and accelerometers to determine when the user is driving. Once it is determined they are driving, the Impaired Driving message will play to users in the target audience.

Mobile audio will play NHTSA's audio spot between songs that a user is listening to on their mobile device. The plan will use Spotify's Audio Everywhere supported by a no-charge display unit. Audio Everywhere allows NHTSA to reach the target audience on any device they use to access the Spotify content library via app or browser. In addition to the audio spot, NHTSA will take ownership of a clickable companion display unit. Note: The clickable unit will only be active when the user is at a stop and the device is unlocked by the user not driving.

Spotify will deliver **11.9 million total impressions*** (not including podcast impressions).

**Spotify will run only Drive Sober messaging.*

Podcasts

Barstool, Midroll and Spotify will be used to dynamically insert ads against their vast catalogues of brand-safe podcasts, including new and older episodes listeners may be discovering for the first time.

Shows will be selected based on a high concentration of males within the target audience. They will span multiple content categories including sports, entertainment, culture, etc. Political and controversial topics will be avoided.

Barstool Sports

Barstool Sports is a digital media company that produces content focused on sports and pop culture. Barstool produces numerous podcasts that index high with the Impaired Driving target audiences. The platform has performed well with previous NHTSA campaigns and continues to be a valuable partner.

Barstool Sports will deliver **3.7 million paid impressions**.

Midroll

Midroll is one of the largest podcasting platforms with over 250 podcasts available every week that have high reach into the target audience. Midroll was recently acquired by SXM media, which offers exclusive content on Sirius XM, Stitcher, Pandora and other podcast providers.

Midroll will deliver a total of **5.6 million guaranteed impressions**.

Spotify

Spotify is a leader in streaming content and is continuing to improve technology, podcast planning, reporting and measurement. In the last year, Spotify has acquired Megaphone, another leading podcast platform that NHTSA has used in past campaigns and continues to invest in content with the acquisition of sports and entertainment platform, The Ringer, as well as forming exclusive partnerships with some of the world's most influential voices.

Spotify will deliver approximately **1.5 million paid impressions***.

**Spotify will run only Drive Sober messaging.*

Digital Display

The Trade Desk

TTD will be leveraged to increase reach and frequency at scale. Display banners will be served to the target demographic through TTD for potential CPM savings.

The targeting for programmatic display will include adult males in the target audience who own a vehicle and will be mobile-only, as that is the device this demographic segment uses most frequently and is the last touchpoint before getting into a car.

TTD will deliver approximately **55.2 million impressions** in the mobile display portion of the plan.

Undertone

Undertone performed well on the previous 2020 NHTSA Holiday Impaired campaigns with the Page Grabber Unit delivering a 1.26% CTR and an overall campaign delivery of .29% CTR, which was the second highest for all display partners. In 2021, similar tactics will be used to leverage high-impact units to increase awareness and reception to the Impaired Driving message. High-impact units will include:

- ▶ **Page Grabber:** A cross-screen, full-page format that can house video content or display images.
- ▶ **Expandable Adhesion:** A smartphone-only unit that expands from a 320x50 to a full-screen expansion and delivers additional messages or consequences of driving impaired.
- ▶ **Brand Reveal:** A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with highly viewable display or video integration.

Undertone will deliver **8.2 million paid impressions** and **900,000 added value impressions**.

Waze

Waze users use the app on average twice a week with 60% using the app within 12 miles of their home and 77% driving 20 miles or fewer. Users even use the app 50% of the time for familiar destinations to save time and find the best route. Waze will be utilized to deliver high-impact, zero-speed takeovers to reach the target audience in their vehicle. These display banner ads (images) only populate on the map once the user is at a complete stop and is not in motion.

Waze will deliver **7.5 million paid impressions**.

Paid Social Media

In order to drive messaging retention and increase view time on Impaired Driving messaging, NHTSA will leverage the Video View objective across **Facebook, Instagram and Twitter**. The campaign will optimize toward ThruPlays (:15 second video views) across Facebook and Instagram and two-second video views on Twitter.

The budget will be allocated between the three platforms. Facebook and Instagram will primarily target users with Alcohol-Impaired messaging, with 15% of the budget set aside for Twitter. Drug-Impaired messaging will heavy up on Twitter because of the platform's ability to target drug-related interests. Within the audiences, budget will auto-optimize across the different creative units based on performance to allow for optimal distribution of budget to maximize reach of the Impaired Driving message.

The paid social media campaign will generate **25.8 million impressions** via Facebook and Instagram and **8.7 million** on Twitter for a total of **34.6 million impressions**.

Spanish-Language Digital

Publisher Direct

MiQ

MiQ will utilize mix of cross-platform display and OLV to reach the NHTSA audience through their advanced audience targeting platform. NHTSA will be in front of lifestyle, news and driving safety content to make sure the message is getting in front of the right people within relevant content.

In 2020, MiQ overdelivered by 100% for the Winter Holiday Impaired Driving campaign, achieving double the guaranteed impressions.

The display portion of the MiQ plan will deliver **10.0 million paid impressions** with an estimated **1.4 million added value impressions**.

HCode Media

With a fully integrated offering including proprietary first-party data and more than 375 publisher partners, HCode has an innovative one-stop-solution for reaching over 32 million Hispanic digital users each month. HCode will use a variety of high-impact display units to reach the target audience and drive awareness on reducing impaired driving fatalities.

HCode will deliver **2.5 million paid impressions** and **137,000 added value impressions**.

Digital Video (OLV)

MiQ

To complement the display tactics, MiQ will also use OLV to reach the NHTSA audience through their advanced audience targeting platform. NHTSA will be in front of lifestyle, news and driving safety content to make sure the message is getting in front of the target audience within relevant content.

In 2020, MiQ overdelivered by 100% for the Winter Holiday Impaired Driving campaign, achieving double the guaranteed impressions.

The OLV portion of the MiQ plan will deliver **1.4 million paid impressions**.

YouTube

YouTube will maintain not only a cost-effective cost per completed view (CPCV), but also brand safety placement.

YouTube will deliver **3.8 million total impressions**.

Unanimo Deportes

Unanimo Deportes will be utilizing their cross-platform display and digital video surrounding relevant sports, lifestyle and entertainment to reach the NHTSA audience.

Unanimo Deportes will deliver **1.6 million impressions**.

Streaming Audio

Pandora

The Hispanic plan with Pandora will also make use of mobile audio. As with the general market plan, the ads will include audio messages and a clickable 300x250 companion (display) banner when the user has their phone unlocked and is engaging with the app, not while driving.

Pandora will deliver **2.2 million paid impressions**.

Spotify

Similar to the general market plan, the Spanish-speaking plan with Spotify will also make use of Audio Everywhere and “in-car everywhere” offerings.

Spotify will deliver **2.5 million paid impressions**.

The Trade Desk

TTD will be used to deliver a Spanish-language audio message through the Open Audio Exchange inventory.

TTD will deliver **2.4 million paid impressions** for the audio portion of the buy.

Podcasts

reVolver

reVolver is an audio podcast platform that will allow NHTSA to target shows that have a Spanish-reliant audience. These shows include:

- ▶ “Erazno y La Chokolata,” the “coolest show in the afternoons.”
- ▶ “El Show de Piolin.” Known to millions as “Piolín” (Tweety Bird), Eddie Sotelo is Spanish language radio’s most recognizable star and is host of the buzz-generating new nationally syndicated morning show, “El Show de Piolín.”
- ▶ Don Cheto Al Aire is a 65-year-old character with a great deal of life experience in both Mexico and the United States. Don Cheto’s personality has captivated both young and mature audiences for years.

reVolver will deliver **577,000 impressions**.

Digital Display

The Trade Desk

TTD will be used to deliver banners across desktop and in-app through Open Exchange and PMP inventory targeted to the Hispanic audience.

TTD will deliver **9.6 million total impressions** for the display portion of the buy.

Paid Social Media

As with the general market plan, paid social will be leveraged to drive messaging retention and increase view time on Impaired Driving messaging. NHTSA will leverage the Video View objective across Facebook, Instagram and Twitter optimizing toward ThruPlays.

The Spanish-language paid social plan will generate an estimated 2.9 million ThruPlays and approximately **5.3 million impressions on Facebook/Instagram and 568,000 on Twitter, for a total of 5.8 million impressions.**

Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
English and Spanish TV				Total: 44,078,234
	Azteca	697,000	-	697,000
	beIN Sports	431,000	-	431,000
	Continuum TV Network	5,943,123	-	5,943,123
	Estrella	457,000	-	457,000
	NBC Sports Network	2,709,000	-	2,709,000
	Simulmedia-English	6,952,694	-	6,952,694
	Simulmedia-Spanish	1,211,417	-	1,211,417
	Telemundo	1,237,000	-	1,237,000
	Turner Sports	18,240,000	-	18,240,000
	Univision	628,000	-	628,000
	XandrTV	5,572,000	-	5,572,000
English and Spanish Radio				Total: 334,350,478
	Compass	22,237,800	21,147,000	43,384,800
	Entravision-Spanish	4,357,200	606,500	4,963,700
	Focus360	11,499,900	1,677,000	13,176,900
	HRN-Spanish	6,790,200	1,580,400	8,370,600
	iHeartMedia—Premiere	49,193,030	20,304,055	69,497,085
	IHeartMedia-Spanish	4,236,122	1,961,601	6,197,723
	SBS AIRE	8,671,000	6,609,000	15,280,000
	Skyview	21,237,070	11,021,300	32,258,370
	Skyview Spanish	4,859,000	-	4,859,000
	United Stations	36,198,500	5,557,000	41,755,500
	Univision	5,719,800	274,200	5,994,000
	Westwood One	59,577,200	29,035,600	88,612,800
Out-of-Home				52,404,625
	C-Green	4,166,748	1,388,916	5,555,664
	NBA/NCAA In-Stadium Signage	18,195,000	-	18,195,000
	NCM	7,643,234	1,918,862	9,562,096
	ScreenVision	7,448,663	11,643,202	19,091,865
English and Spanish Digital - Direct				Total: 76,801,997
	Bleacher Report	8,883,400	250,000	9,133,400
	CBS	6,250,000	1,000,000	7,250,000
	ESPN	5,792,365	-	5,792,365
	Fandom	8,336,508	1,100,000	9,436,508
	Genius	3,883,550	1,800,000	5,683,550
	H. Code - Spanish	2,568,086	137,388	2,705,474
	MiQ - Spanish	10,000,000	1,428,571	11,428,571
	NBCUniversal	1,280,202	128,020	1,408,222

Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
Digital - Direct (Continued)				
	Twitch	4,109,589	458,334	4,567,923
	Unanimo Deportes - Spanish	3,248,109	-	3,248,109
	Uproxx	5,941,811	-	5,941,811
	Vox	5,139,394	600,000	5,739,394
	WWE	4,466,670	-	4,466,670
English and Spanish Streaming Audio				Total: 38,958,372
	Barstool Sports Podcast	3,730,000	-	3,730,000
	Midroll	5,666,444	-	5,666,444
	Revolver - Spanish	577,150	-	577,150
	Pandora	8,167,408	-	8,167,408
	Pandora - Spanish	2,233,331	-	2,233,331
	Spotify	11,962,826	-	11,962,826
	Spotify Podcasts	1,553,333	-	1,553,333
	Spotify - Spanish	2,574,883	-	2,574,883
	The Trade Desk Audio - Spanish	2,492,997	-	2,492,997
English and Spanish Digital Video				Total: 47,220,975
	MiQ - Spanish	1,428,571	-	1,428,571
	Samba	8,619,529	-	8,619,529
	Tremor	4,451,309	200,000	4,651,309
	The Trade Desk—Open Exchange	11,458,334	-	11,458,334
	Unanimo Deportes - Spanish	1,682,682	-	1,682,682
	YouTube	15,529,730	-	15,529,730
	YouTube – Spanish	3,850,820	-	3,850,820
English and Spanish Display				Total: 81,524,761
	The Trade Desk	55,238,095	-	55,238,095
	The Trade Desk - Spanish	9,666,666	-	9,666,666
	Undertone	8,220,000	900,000	9,120,000
	Waze	7,500,000	-	7,500,000

Campaign Summary

Channel	Tactic/Partner	Paid Impressions	Added Value	Target Impressions
English and Spanish OTT/CTV				Total: 21,183,813
	The Trade Desk— Open Exchange	18,713,331		18,713,331
	The Trade Desk – Hulu Spanish	1,162,791		1,162,791
	PrendeTV - Spanish	1,307,691		1,307,691
English and Spanish Paid Social				Total: 40,541,510
General Market	FB/IG/Twitter Eng.	34,643,290	-	34,643,290
Hispanic Market	FB/IG/Twitter Span.	5,898,220	-	5,898,220
GRAND TOTAL		614,337,816	122,726,949	737,064,765

State-Level Campaign Extensions

The state-level media buys can execute a number of strategies to build upon the base paid media reach provided in the national media buy summary.

Television

The national plan will use linear and programmatic TV and OTT/CTV to reach the target audience with entertainment and targeted sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services. The national plan allows for additional GRPs/impressions from state-level efforts on cable and broadcast outlets, but attention should be paid to ensure that combined frequency levels do not overexpose the target audience. This can be achieved by focusing media dollars on local or regional sports and entertainment programming. Zoned cable can be a very efficient, low-cost way to add frequency to the national buy; however, if buying run of schedule (ROS) buys on cable, it is recommended that networks be monitored for appropriateness. For instance, Cartoon Network, Nickelodeon and Boomerang can have high ratings with the target audience, so it is best to avoid morning and daytime hours to avoid children's content.

Radio

The national plan will use radio to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. The national radio plan includes five network partners as well as programmatic buys. These schedules will include influencer activations, which will deliver an aggressive level of radio weight across terrestrial radio and streaming audio networks. With a heavy level of radio on iHeartMedia and Cumulus-owned stations in particular, state plans can consider putting radio dollars to another ownership group, especially if there are locally owned groups available in markets. They may also use other audio streaming opportunities to extend reach potential, such as Pandora and Spotify. Alternatively, States may want to use their local radio media dollars to engage local radio personality influencers to extend the reach of the campaign. Moving those dollars into non-audio opportunities can be considered as well.

Digital

State-level plans should include digital and paid social media as the target audience uses both heavily. Digital opportunities offer sufficient inventory for States to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the planned publisher sites and geo-target by market or by engaging a programmatic digital effort that builds off the national plan and exposes other sites to the Impaired Driving message.

Rural Markets

If state-specific data indicates that the Impaired Driving campaign should include rural areas, attention should be paid to broadband penetration to ensure adequate reach into those areas for digital tactics. States and regions with areas of low broadband penetration should consider supplementing the national campaign with traditional TV, radio and out-of-home buys. This should only be considered applicable for states that have rural market issues to factor into plans.

Glossary

Television

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular TV content.

Linear TV: TV service where the scheduled program must be watched at a specific time and on a specific TV channel.

Over-the-Top (OTT): A device connected to a TV that provides streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel TV and broadcast TV platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

TV Everywhere: A feature of broadcast TV services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription, you can download the ESPN Watch app and watch ESPN programming on your computer, table or phone—everywhere.

Radio

Audio Streaming: Delivering real-time audio through a network connection.

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Digital

Full-episode player (FEP): refers to professionally produced, TV-like content that can appear on any device type, across both apps and web browsers. This means that the content is television length, typically 30-60 minutes, with commercial breaks in between.

Programmatic Digital: Automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific customer within a specific context.

Second Screen: A mobile device used while watching TV, especially to access supplementary content or applications.

ThruPlay: The number of times a video is played to completion, or for at least 15 seconds.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

Overall

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Frequency: The number of times you touch each person with your message.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.